

### III. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method of tracking data, the method comprising:

receiving a request from a client on at least one computing device, wherein the request is at least one of: providing update data for a tracked data item or requesting data for the tracked data item and the request includes a tracking type identifier and a session identifier;

determining an identification of the particular tracked data item in the request using the at least one computing device;

selecting a handler based on the identification of the particular tracked data item using the at least one computing device, wherein the selected handler provides the particular tracked data item to a data application;

obtaining response data from the data application based on the tracked data item using the at least one computing device,

wherein the obtaining includes retrieving at least one measurable objective associated with the tracked data item, and providing the at least one measurable objective to the data application;

generating a response based on the response data using the handler using the at least one computing device, wherein the handler formats the response for a client based on the tracking type identifier and the session identifier; and

storing the response in a recordable medium using the at least one computing device.

2. (Original) The method of claim 1, further comprising providing the response to the client.
3. (Previously Presented) The method of claim 1, further comprising determining an identification of the particular client from which the request was received, wherein the selecting step is further based on the identification of the particular client.
4. (Original) The method of claim 1, wherein the obtaining step includes:
  - retrieving a trackable object associated with the tracked data item; and
  - providing the trackable object to the data application.
5. (Cancelled)
6. (Original) The method of claim 1, wherein the generating step includes:
  - obtaining format data based on a response format; and
  - formatting the response data using the format data.
7. (Original) The method of claim 6, wherein the format data defines a predefined tracking standard.
8. (Original) The method of claim 1, wherein the generating step includes:
  - obtaining client data based on the client; and
  - formatting the response data using the client data.

9. (Currently amended) A method of tracking data, the method comprising:

receiving a request from a client on at least one computing device, wherein the request is at least one of: providing update data for a tracked data item or requesting data for the tracked data item and the request includes a tracking type identifier and a session identifier;

determining identifications of the particular tracked data item in the request and the particular client from which the request is received using the at least one computing device;

selecting a handler based on the identifications of the particular tracked data item and the particular client using the at least one computing device, wherein the selected handler provides the particular tracked data item to a data application;

obtaining response data for the tracked data item from the data application using the at least one computing device,

wherein the obtaining includes retrieving at least one measurable objective associated with the tracked data item; and providing the at least one measurable objective to the data application;

generating a response based on the response data using the handler using the at least one computing device, wherein the handler formats the response for the client based on the tracking type identifier and the session identifier; and

providing the response to the client using the at least one computing device.

10. (Original) The method of claim 9, wherein the obtaining step includes:

retrieving a trackable object associated with the tracked data item; and

providing the trackable object to the data application.

11. (Cancelled)

12. (Original) The method of claim 9, wherein the generating step includes:

obtaining format data based on a response format; and

formatting the response data using the format data.

13. (Original) The method of claim 12, further comprising obtaining client data based on the client, wherein the formatting step further uses the client data.

14. (Currently amended) A system for tracking data, the system comprising:

at least one computer, the at least one computer including:

at least one handler for processing a request that is at least one of: providing update data for a tracked data item or requesting data for the tracked data item and the request includes a tracking type identifier and a session identifier; and

a management system for receiving the request from a client, determining an identification of the particular tracked data item in the request, and selecting one of the at least one handlers based on the identification of the particular tracked data item, wherein the selected handler provides the particular tracked data item to a data application;

wherein the selected handler

obtains response data for the tracked data item, including retrieving at least one measurable objective associated with the tracked data item and providing the at least one measurable objective to the data application, and

generates a response based on the response data, wherein the handler formats the response for the client based on the tracking type identifier and the session identifier, and stores the response in a recordable medium.

15. (Previously Presented) The system of claim 14, the at least one computer further including a data application for providing the response data to the selected handler.

16. (Previously Presented) The system of claim 14, the at least one computer further including a client system for providing client data based on the client.

17. (Previously Presented) The system of claim 14, the at least one computer further including a format system for providing format data based on a predefined tracking standard.

18. (Currently amended) A program product stored on a physical recordable medium for tracking data, the program product including program code, which when executed, ~~causes~~ enables a computer system to:

receive a request from a client, wherein the request is at least one of: providing update data for a tracked data item or requesting data for the tracked data item, and the request includes a tracking type identifier and a session identifier;

determine identifications of the particular tracked data item in the request and the particular client from which the request is received;

select a handler based on identifications of the particular tracked data item and the particular client, wherein the selected handler provides the particular tracked data item to a data application;

obtain response data for the tracked data item from the data application;

retrieve at least one of: a trackable object and at least one measurable objective associated with the tracked data item;

provide the at least one of: a trackable object and at least one measurable objective to the data application;

generate a response based on the response data using the handler, wherein the handler formats the response for the client based on the tracking type identifier and the session identifier; and

provide the response to the client.

19. (Cancelled)

20. (Currently amended) The program product of claim 18, further comprising program code, which when executed, ~~causes~~ ~~enables~~ the computer system to:

obtain format data based on a response format;

obtain client data based on the client; and

format the response data using the format data and the client data.